# DIGNITY PLC INVESTOR PRESENTATION

For the 26 week period ended 25 June 2021

# **INTERIM RESULTS**

#### H1 2021 Financial Performance

	26 week	26 week	
	period	period	
	ended	ended	(Decrease)
	25 June	26 June	/increase
	2021	2020	per cent
		restated	
Underlying revenue (£million)	169.4	169.1	-
Underlying operating profit (£million) (2) (3)	37.8	41.9	(10)
Underlying profit before tax (£million) (2) (3)	23.2	27.0	(14)
Underlying earnings per share (pence) (2) (3)	36.2	42.4	(15)
Underlying cash generated from operations (£million) (2) (3)	56.6	62.3	(9)
Revenue (£million)	189.0	197.1	(4)
Operating Profit (£million) (2)	40.8	44.2	(8)
Profit / (loss) before tax (£million) (2)	50.5	(12.1)	
Basic earnings/ (loss) per share (pence) (1) (2)	62.4	(22.6)	
Cash generated from operations (£million) (2)	49.0	41.8	17
Number of deaths	340,000	368,000	(8)

#### Prior year adjustments

A number of prior year adjustments have been made as follows:

(1) A prior year restatement has been made to the magnitude of £2.2 million to increase the June 2020 taxation charge and increase the corresponding corporation tax liability. This follows the finalisation of the Group's 2019 detailed corporate interest restriction return and an increase to the Group's interest disallowance as a result of the inclusion of the fair value movements on the Trusts debt investments. (2) A prior year restatement has been made of a £1.2 million credit to correctly reflect the application of IFRS 16 in June 2020.

(3) Underlying performance measures throughout this presentation for June 2020 have been restated to reflect the application of IFRS 16, Leases. This standard was adopted in 2020 using the modified retrospective adoption which meant 2019 comparatives were not restated. As a result, the Group chose to exclude it from its underlying performance measures reported in 2020 in order to retain comparability. Therefore, the underlying performance measures reported above in both periods includes the application of IFRS 16.

#### Alternative performance measures (APMs)

All measures marked as underlying in the table above and throughout this presentation are alternative performance measures. The Board believes that whilst statutory reporting measures provide financial performance of the Group under GAAP, APMs are necessary to enable users of the financial statements to fully understand the trading performance and financial position of the business. The APMs provided are aligned with those used in the day-to-day management of the business and allow for greater comparability across periods. For this reason, the APMs provided exclude the impact of consolidating the Trusts and the changes which relate to the application of IFRS 15, all of which are considered to mask the underlying trading performance of the Group, as well as non-underlying items comprising certain non-recurring and non-trading transactions.

## Interim 2021 key points

- New strategy in place and already underway, which will enable the Group to realise its significant unlocked value for the benefit of clients, employees, shareholders and wider stakeholders
- Delivered a complex programme of work to ensure regulatory preparedness in time for the Competition and Markets Authority ('CMA') statutory deadline
- Reviewed and adapted the Group's pricing strategy, launching competitively priced funeral services in the UK to truly lower the cost of dying for families
- Regulatory preparedness for Financial Conduct Authority ('FCA') regulation picked up pace as we neared the authorisation window, which was opened by the regulator in September. A major programme is underway within the business, across all areas of the organisation, to ensure we have the right governance, processes, products and infrastructure to meet our regulatory requirements
- As announced at the AGM, we've also looked at how we can improve efficiency through a new organisational structure so we can truly operate as one company. We have reviewed how our regions are structured, resulting in the creation of 12 new regions
- Initiatives are underway to place those colleagues that serve our communities and clients first in all we do. Part of this strategy is the development of our Principles to reset organisational culture, which will help guide how we make decisions, how we treat each other and our clients, and how we behave as a business

### **Number of deaths**

Number of deaths	ber of deaths 2021		Increase/ (decrease) per cent	2015-2019 5 Year Average	Increase/ (decrease) per cent
Quarter 1	204,000	161,000	27	167,000	22
Quarter 2	136,000	207,000	(34)	142,000	(4)
First half of year	340,000	368,000	(8)	309,000	10





### **Market share**

Funeral Comparable/non-comparable volume market share
Percent



Cremation Comparable/non-comparable volume market share Percent



Note: \* Non-comparable includes volumes from All Acquisitions 2015 to 2020

#### Funeral mix and underlying average income

	Funeral type	FY 2020 Actual	Q1 2021 Actual	Q2 2021 Actual	H1 2021 Actual	Q1 2020 Actual	Q2 2020 Actual	H1 2020 Actual
Underlying average	Full service	3,337	3,354	3,441	3,393	3,521	3,080	3,341
revenue (£)	Simple and direct cremation	1,941	1,929	1,921	1,926	1,972	1,953	1,956
	Pre-need	1,911	1,943	1,955	1,948	1,894	1,869	1,880
	Other (including Simplicity)	940	1,004	982	982	888	992	987
Volume mix (%)	Full service	39	41	46	43	50	26	37
	Simple and direct cremation	25	21	17	20	14	37	26
	Pre-need	28	29	28	28	29	28	28
	Other (including Simplicity)	8	9	9	9	7	9	9
Underlying weighted	d average revenue (£)	2,397	2,434	2,545	2,478	2,648	2,136	2,360
Ancillary revenue (£	)	125	131	168	150	175	49	101
Underlying average	revenue (£)	2,522	2,565	2,713	2,628	2,823	2,185	2,461
Full service volume direct cremation (%)	as a percentage of full, simple and	61	66	73	68	78	41	59

Overall average revenue in the second quarter of 2021 has increased due to the easing of the COVID-19 restrictions

The percentage of clients selecting a full service rather than a simple or direct cremation has increased to 73 per cent, which is five per cent lower than pre-pandemic levels

Sales of ancillary items such as flowers and memorials have also started to normalise at  $\pm 168$ 

### **Crematoria & Memorial Group**

- The Group operates 46 Crematoria (June 2020: 46; December 2020: 46)
- Crematoria grounds have been fully open for all of 2021 compared to being closed in quarter two of 2020
- Total memorial revenue was £10.4 million (2020: £6.4 million), approximately 62% higher despite cremation volume being 8% lower
- The Group performed 38,900 cremations (June 2020: 42,500; December 2020: 74,500)
- The volumes represent 11.4% (June 2020: 11.6%; December 2020: 11.2%) of total estimated deaths in Great Britain
- Average revenue per cremation increased to £892 (June 2020: £875)
- 6 locations with planning consent for new crematoria
- Remains a stable and cash generative contribution to the Group's operations

### **Pre-arranged Operations**

- Approximately 580,000 active pre-arranged funerals as at the end of H1 2021 (June 2020: 537,000; December 2020: 558,000)
- Of the sales in the period 20,000 plans were trust based funeral plans (2020: 13,000)
- During the first half year the new investment strategy announced last year was largely executed as the previous investment allocations were unwound and the trusts assets placed in a combination of high grade bonds (open-ended investment funds) and low cost index funds (equities)
- This will reduce the ongoing fund management cost and more rationally align the investments with the liabilities with the intention of seeking in the long run to outperform the cost of carrying out the funerals the trusts support
- The FCA has now opened up its application window for those who want to sell, manage and carry out funeral plans and Dignity
  will be applying. There is a considerable body of work going on in the business to prepare for this new world. Our intention is
  to be compliant and our aspiration is to set the highest standard. We are also working to bring our existing funeral plan trusts
  into the new FCA regime

### **Financial performance – Funeral services**

#### **Funeral services financial performance** (H1 2020 – H1 2021) Millions of pounds



Financial summary	26 week period 25-Jun 2021	26 week period 26-Jun 2020	% Change
Underlying operating profit (£m)	2021	restated	20 Change
	24.6	26.0	(10.0)
Funeral services	31.6	36.0	(12.2)
Crematoria	25.2	24.4	
Crematoria			(12.2) 3.3 - 2.7

#### **Financial performance – Crematoria**

#### Crematoria financial performance (H1 2020 – H1 2021)

Millions of pounds



Financial summary	26 week period 25-Jun	26 week period 26-Jun	e channe
	2021	2020 restated	% Change
Underlying operating profit (£m)			
Funeral services	31.6	36.0	(12.2)
Crematoria	25.2	24.4	3.3
Pre-arranged funeral plans	-	-	-
Central overheads	(19.0)	(18.5)	2.7
Underlying operating profit (£m)	37.8	41.9	(9.8)

#### **Financial performance – Central overheads**

#### Central overheads financial performance (H1 2020 – H1 2021)

Millions of pounds



Financial summary	26 week period 25-Jun 2021	26 week period 26-Jun 2020	% Change
		restated	
Underlying operating profit (£m)			
Funeral services	31.6	36.0	(12.2)
Crematoria	25.2	24.4	3.3
Pre-arranged funeral plans	-	-	-
Central overheads	(19.0)	(18.5)	2.7
Underlying operating profit (£m)	37.8	41.9	(9.8)

### **Cash conversion**

Cash generation summary	26 wks	26 wks	26 wks	26 wks
cash generation summary	25-Jun	25-Jun	26-Jun	26-Jun
	2021	2021	2020	2020
	Profit	Cash	Profit	Cash
£m (except for amounts per share)			Restated	
Underlying EBITDA	52.3		56.4	
Underlying cash generated from operations		56.6		62.3
Underlying depreciation and amortisation	(14.5)		(14.5)	
Maintenance capital expenditure		(8.0)		(4.5)
Underlying operating profit	37.8		41.9	
Underlying operating cash flow after capital expenditure		48.6		57.8
Underlying net finance costs	(14.6)		(14.9)	
Net finance payments		(14.2)		(14.6)
Underlying profit before tax	23.2		27.0	
Underlying cash generated before tax		34.4		43.2
Tax on underlying earnings	(5.1)		(5.8)	
Tax paid		(12.4)		(4.7)
Underlying earnings	18.1		21.2	
Underlying cash after tax		22.0		38.5
Weighted average number of ordinary shares in issue				
during the period (million)	50.0	50.0	50.0	50.0
Underlying earnings per share (pence)	36.2		42.4	
Cash per share (pence)		44.0		77.0

#### • Cash generation remains strong

## **Capital structure**

Securitisation

•	Main source of debt funding continues to be from the Group's securitisation structure, which was
	restructured in 2014

- £537.2 million principal outstanding publicly traded investment grade securitised debt in issue, £238.9 million issued at c.3.5% and £356.4 million issued at c.4.7%, overall cost c.4.2%
- Fixed coupon and fully amortising equates to annual cash debt service of £33.2 million per annum
- Governed by EBITDA: DSCR ratio at least 1.5:1
- July 2020 restructure helps covenant headroom prospectively



## Net debt

	25 June 2021 £m	26 June 2020 £m	25 Dec 2020 £m
Net amounts owing on Secured Notes per financial statements	(536.7)	(546.5)	(541.7)
Add: unamortised issue costs	(0.5)	(0.5)	(0.5)
Gross amounts owing	(537.2)	(547.0)	(542.2)
Accrued interest on Secured Notes	(11.9)	(12.1)	(12.0)
Cash and cash equivalents - Trading Group	81.7	80.3	73.6
Net debt	(467.4)	(478.8)	(480.6)

# CMA & Funeral Plan Regulation

### CMA

- The CMA's Final Decision Report into the supply of services by funeral directors at the point of need and the supply of crematoria services was published on 18 December 2020 such that the risk of unexpected findings has now reduced
- The Group supports the CMA's Orders which focus on measures to support consumer choice and transparency and quality and standards in the UK
- Principal amongst the CMA's requirements are:
  - Funeral directors to display a Standardised Price List
  - Funeral directors not to make payments to incentivise hospitals, palliative care services, hospices, care homes or similar institutions to refer customers
  - Funeral directors not to solicit for business through the provision of services under coroner and police contracts
  - Crematorium operators to provide certain price information
- The statutory deadline for the implementation of the Commercial remedies is 17 June 2021
- After this date, Dignity and others in the industry will be required to share information with the CMA. This will ensure its remedies are being applied correctly, and to understand if the actions are effective in supporting the bereaved

#### 2018



16 September 2021 Statutory Deadline.

## **Funeral plan regulation**

- The FCA has now opened up its application window for those who want to sell, manage and carry out funeral plans and Dignity will be applying
- There is a considerable body of work going on in the business to prepare for this new world. Our intention is to be compliant, and our aspiration is to set the highest standard
- We are also working to bring our existing funeral plan trusts into the new FCA regime
- We have ended our relationship with those third party telephony partners who sold plans on our behalf previously discussed at the AGM
- We are in the process of implementing the recommendations of our internal investigation
- We are focused on the development and execution of a vision to excel in the new regulated environment using all potential channels to find and delight new clients

# Outlook

### Outlook

With all the recent changes just underway and the new regulatory changes just beginning to impact as well as the unpredictability of COVID-19 we will continue to refrain from providing guidance.

#### **Chairman's statement**

"I'm delighted to have joined the Dignity team at such a pivotal period in its development.

Our business continues to deal with the effects of COVID-19 and in my short period with the company I have been extremely impressed with the dedication of our colleagues in delivering a superior service to our customers in very difficult circumstances.

The Group has also embarked on an ambitious plan to further improve its operating model to better serve our customers and to comply with the changes to our industry introduced by the CMA and preparing for the upcoming FCA regulation and supervision.

During this period of significant change, the appropriate corporate governance is even more important. To this end I'm pleased to report that in addition to my appointment, we have secured the support of Graham Ferguson as an Independent Non-Executive Director. I welcome Graham to the Board.

I am working on strengthening the governance further and for the business to be Code compliant by the year end, including a determination to introduce diversity to our board. To this end we have already started the process for recruiting an additional Independent Non-Executive Director as well as the appointment of a permanent Chief Financial Officer.

I look forward to working closely with the Executive team in overseeing the successful execution of our strategy for growth."

#### **Chief Executive's statement**

"There are a number of significant projects underway at Dignity that we are committed to delivering. Importantly we must take all of our stakeholders along on this journey, including our colleagues, clients and shareholders.

Our focus is to build a successful and growing business by empowering our colleagues and giving them the tools to succeed which include competitive prices, the authority to act with local autonomy, great products and investment in people and premises. Our most ambitious goal though is to cultivate the culture that will be our true differentiator. Successful execution of our strategy will unlock the significant value in our business."

#### **Forward-looking statements**

This presentation and the Dignity plc investor website may contain certain 'forward-looking statements' with respect to Dignity plc ('Company') and the Group's financial condition, results of its operations and business, and certain plans, strategy, objectives, goals and expectations with respect to these items and the economies and markets in which the Group operates.

Forward-looking statements are sometimes, but not always, identified by their use of a date in the future or such words as 'anticipates', 'aims', 'due', 'could', 'may', 'should', 'will', 'would', 'expects', 'believes', 'intends', 'plans', 'targets', 'goal' or 'estimates' or, in each case, their negative or other variations or comparable terminology. Forward-looking statements are not guarantees of future performance. By their very nature forward-looking statements are inherently unpredictable, speculative and involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. Many of these assumptions, risks and uncertainties relate to factors that are beyond the Group's ability to control or estimate precisely. There are a number of such factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements. These factors include, but are not limited to, changes in the economies and markets in which the Group operates; changes in the legal, regulatory and competition frameworks in which the Group operates; the Group; changes in accounting practices and interpretation of accounting standards under IFRS, and changes in interest and exchange rates.

Any forward-looking statements made in this presentation or the Dignity plc investor website, or made subsequently, which are attributable to the Company or any other member of the Group, or persons acting on their behalf, are expressly qualified in their entirety by the factors referred to in this statement. Each forward-looking statement speaks only as of the date it is made. Except as required by its legal or statutory obligations, the Company does not intend to update any forward-looking statements.

Nothing in this presentation or on the Dignity plc investor website should be construed as a profit forecast or an invitation to deal in the securities of the Company.

## **APPENDICES**

### **Alternative performance measures**

#### **Prior year restatement**

As described in the Interim Report for the 26 week period to 25 June 2021, the Board has reviewed the Group's accounting policy in respect of insured plans in relation to the prepaid balance held on the consolidated balance sheet within "deferred insurance commissions" it has been amended to include a provision for expected future cancellations. Further, the Group has reassessed the contracts with the third party insurers and evaluated a requirement to recognise a liability for commission payments expected to be paid under the contract although not yet due. Further this liability has an element for which an associated asset is also recognised. A detailed analysis has been performed on the cancellation rates for insurance products and a prior year restatement to opening reserves as at 28 December 2019 is required to the magnitude of £3.5 million, reflecting the adjustment to the commission asset, the recognition of a commission liability, and considered net of tax.

IFRS 16 has previously been included within the alternative performance measures for 2020 only. This was due to the modified retrospective adoption of the standard, meaning the 2019 comparatives had not been restated and therefore were not comparable. IFRS 16 is now included within underlying performance measures and all comparatives have been restated accordingly. As a result all references to IFRS 16 have been removed from the other adjustments reconciliation tables in comparative periods. Therefore, a prior year restatement has been made to June 2020 underlying performance measures to the magnitude of a £0.4 million credit to underlying profit This is made up of an adjustment to remove the operating lease rentals of £7.5 million which is replaced with a depreciation charge of £4.6 million, a finance expense of £2.4 million and a tax charge of £0.1 million. The restatement to December 2020 underlying performance measures is to the magnitude of a £0.1 million charge to underlying profit. This is made up of an adjustment to remove the operating lease rentals of £13.8 million which is replaced with a depreciation charge of £9.2 million, a finance expense of £4.7 million and a tax charge of £11 million.

#### Alternative performance measures (APMs)

All measures marked as underlying within this presentation are alternative performance measures. The Board believes that whilst statutory reporting measures provide financial performance of the Group under GAAP, alternative performance measures are necessary to enable users of the financial statements to fully understand the trading performance and financial position of the business. The alternative performance measures provided are aligned with those used in the day-to-day management of the business and allow for greater comparability across periods. For this reason, the alternative performance measures provided exclude the impact of consolidating the Trusts, the corporate interest restriction disallowance arising as a result of consolidating the Trusts and the changes which relate to the application of IFRS 15. In addition, the deferred tax rate change in both 2021 and 2020 arising on the deferred tax balances on consolidating the Trusts and application of IFRS 15 have also been included. All of the above are considered to mask the underlying trading performance of the Group, as well as non-underlying items comprising certain non-recurring and non-trading transactions.

### **Non-underlying items**

Incomo statomont	Funeral	Orematoria	Pre-arranged funeral plans	Central overheads	Grou
Income statement	Em	Crematona	Tuberal plans	overheads Em	Grou
26 week period ended 25 June 2021					
Non-trading					
Amortisation of acquisition related intangibles	1.8	0.2	0.1		2.1
External transaction costs in respect of completed and aborted transactions	-	0.6	1		0.6
Marketing costs in relation to trials		-	-	0.6	0.6
Profit on sale of fixed assets	(0.1)	(0.1)	140		(0.2)
	1.7	0.7	0.1	0.6	3.1
Taxation					(0.4)
Taxation - rate change					8.3
					11.0
26 week period ended 26 June 2020 - restated (1) (2)					
Non-trading					
Amortisation of acquisition related intangibles	2.0	0.2	0.1		2.3
External transaction costs	0.1	-		1.5	0.1
Marketing costs in relation to trials		-	8	0.1	0.3
Profit on sale of fixed assets	0.1	-	-		0.1
Non-recurring					
Transformation Plan Costs	1	-	-	3.8	3.8
Operating and competition review costs	-	-	~	1.2	1.2
	2.2	0.2	0.1	5.1	7.6
Taxation					(1.4
Taxation - rate change					3.6
					9.8
52 week period ended 25 December 2020 - restated (3)					
Non-trading					
Amortisation of acquisition related intangibles	4.1	0.4	0.1	-	4.6
External transaction costs in respect of completed and aborted transactions	0.2	-	-	12	0.2
Marketing costs in relation to trials				0.6	0.6
Profit on sale of fixed assets		(0.2)			(0.2
Non-recurring					
Transformation Plan costs		-	-	4.7	4.7
Directors severance pay				1.6	1.6
Operating and competition review costs				2.9	2.9
Trade name impairment	15.3		-	. 7	15.3
Goodwill impairment	28.7	-	-	1	28.7
	48.3	0.2	0.1	9.8	58.4
Taxation					(6.1
Taxation - rate change					3.6

Cash Flow			52 week		
cushritow	26 week period		period endec		
	25 Jun	26 Jun	25 Dec		
	2021	2020	2020		
		restated	restated		
	£m	£m	£m		
Cash flows from operating activities	49.0	41.8	62.7		
Cash flows of other adjustments - Trusts	5.8	15.7	16.3		
Cash flows from operating activities - Trading Group	54.8	57.5	79.0		
External transaction costs	0.2		0,6		
Marketing costs in relation to trials	0.5	~	0.2		
Directors severance pay	0.9	-	0.7		
Transformation Plan costs		3.8	5.4		
Operating and competition review costs	0.2	1.0	3.0		
Underlying cash generated from operations	56.6	62.3	88.9		

December 2020 has been restated to separately pull out spend on marketing costs in relation to trials out of external transaction costs.

(1) Comparatives have been restated in relation to taxation rate change. The rate change classification between non-underlying items and other adjustments has been restated to separate out the impact on deferred tax balances arising on the consolidation of the Trusts through other adjustments and the remainder through non-underlying items.

(2) A presentation adjustment has been made in June 2020 to separately pull out the marketing costs in relation to trials.

(3) A presentation adjustment has been made in December 2020 to separately pull out the marketing costs in relation to trials.

### **Secured Notes amortisation**

	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
	£m														
Capital structure															
Interest on Class A & B Notes	23.1	22.7	22.3	21.9	21.5	21.1	20.7	20.2	19.8	19.3	18.8	18.3	17.7	17.2	16.5
Principal repayments on Class A & B Notes	10.2	10.5	10.9	11.3	11.7	12.1	12.6	13.0	13.5	14.0	14.5	15.0	15.5	16.0	16.9
Cash cost	33.3	33.2	33.2	33.2	33.2	33.2	33.3	33.2	33.3	33.3	33.3	33.3	33.2	33.2	33.4
	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	
	£m														
Capital structure															
Interest on Class A & B Notes	15.7	14.9	14.0	13.1	12.1	11.1	10.1	9.0	7.8	6.6	5.3	4.0	2.6	1.1	
Principal repayments on Class A & B Notes	17.7	18.5	19.4	20.3	21.3	22.3	23.3	24.4	25.5	26.7	28.0	29.3	30.7	32.1	
				33.4	33.4	33.4	33.4	33.4	33.3	33.3	33.3	33.3	33.3		

#### **EBITDA reconciliation**

	H1 25 June 2021	LTM 25 Jun 2021	LTM 25 Dec 2020
		restated (b)	
	£m	£m	£m
EBITDA per covenant calculation - Securitisation Group	46.1	72.0	67.6
Add: Impact of IFRS 16	6.6	12.8	13.8
Add: EBITDA of entities outside Securitisation Group	0.4	2.2	9.8
Less: Non-cash items (a)	(0.8)	(1.8)	(1.9)
Underlying operating profit before depreciation and amortisation – Group	52.3	85.2	89.3
Underlying depreciation and amortisation	(14.5)	(29.0)	(29.0)
Non-underlying items	(3.1)	(53.9)	(58.4)
Impact of Trust consolidation and IFRS 15	6.1	16.9	14.0
Operating profit	40.8	19.2	15.9

(a) The terms of the securitisation require certain items (such as pensions) to be adjusted from an accounting basis to a cash basis.

(b) LTM for 25 December 2020 has been restated to reflect the fact that IFRS 16 is now included within underlying results. As a result, £13.8 million of EBITDA has been included within underlying operating profit before depreciation and amortisation which has therefore increased to £89.3 million. Underlying depreciation and amortisation have increased by £9.2 million to £29.0 million.